

C550925 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: USES / GRATIFICATION / CHILDREN'S EXPOSURE / CHILDREN TV PROGRAM
ORAPIN SAK-EAM : USES AND GRATIFICATION OF CHILDREN'S EXPOSURE TO
CHILDREN TELEVISION PROGRAM, THESIS ADVISOR : ASSO. PROF. PATCHANEE
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The objectives of this research is to study children's exposure to children television programs; uses and gratification obtained from the exposure and children's opinion upon children television programs.

The study shows that the first three TV programs most exposed by children are Noo Tham Dai, Doraemon (Japanese cartoon) and Super Jew, consecutively. The type of the program most exposed is cartoon. Most children watched children TV programs during 04.00-06.00 p.m. on Monday to Friday and during 08.00-10.00 a.m. on Saturday, Sunday and holidays. They explained that the reasons of their exposure are for fun and enjoyment.

As for gratification from children TV programs, it could be concluded that the children are satisfied with the program at medium level and the first reason for their gratification is for fun and enjoyment.

In terms of uses of television, it is found that children utilized children TV programs in various aspects mostly to develop their intellectual and fundamental cognitive ability.

Children under this study preferred TV programs presented as cartoon or in mixed presentation. Children are likely to enjoy entertainment programs. They enjoyed viewing grown-up host working with the younger co-host, preferred children programs to be on-air on Saturday, Sunday and holidays and preferred the programs to be broadcasted during 04.00-06.00 p.m. on Monday to Friday and during 08.00-10.00 a.m. on Saturday, Sunday and holidays.